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# To Make Scientifically Efficient Babies



## WHY THE PRETTIEST BABY IS NOT THE BEST BABY

This Baby Scored Higher Than Any of Those Shown in This Row Although She Is by No Means the Prettiest Child. She Scored a Full 100 Points in the Mentality and Development Tests and the Only Large Penalty Imposed Was for Poor Lungs and Malnutrition.

A SCIENTIFIC effort to standardize the baby is now being made. It will be possible in a year's time, it is hoped, to put any baby through a series of simple tests and measurements and ascertain within five minutes just how near it comes up to standard and in just what respects it falls short.

Almost everything else has been standardized. The Government sees to it that certain foods and staples, drugs and textiles, tools and metals, cattle and hogs, come up to a set standard or they are not allowed to be sold, but nothing of the kind was ever done before for the most important national asset of all—the baby.

But now the New York Milk Committee, an organization for the conservation of child life in congested cities, has taken up the matter and is going to see if the same sort of thing cannot be done for the baby as has been done for years for cattle and hogs and inanimate objects.

The plan laid out involves the examining of 100,000 babies within the next twelve months. These examinations will be conducted through the medium of "better baby contests" throughout the country. Money prizes will stir parents up to the necessary pitch of enthusiasm, and the data obtained in this way, as recorded on uniform official score cards, will be used to establish a scientific standard of efficiency.

In the search for the standard baby good looks will count for very little. It is now universally agreed among those who know anything at all about the matter that the pretty baby is by no means always the best baby. Indeed, in many of the recent scientifically conducted baby contests it has not been the pretty babies that have captured the prizes, but the soundest, physically and mentally. To impress this fact upon parents the slogan of these contests has been, "looks don't count," and an examination of the official score card will reveal that out of a possible perfect score of 1,000 points only five points are deducted by way of penalty for irregular features. In other words, the pretty baby is just half of one per cent better off in that respect than the baby whose features are irregular.

The benefits of the project are incalculable.

It is intended to bring home to parents that they can improve their babies. The sub-standard baby can be improved. Parents will be shown not only wherein their youngsters fall short of the most desirable standard, but how the deficiencies can be corrected.

Suppose, for instance, Mrs. Jones is prevailed upon to enter her little Mary in a Better Babies Contest. Little Mary is two years and very pretty. Although Mrs. Jones is told that "looks don't count," she feels that looks won't hurt, and she rather confidently expects her two-year-old to bring home the prize money.

When the judges get round to Mary they take her score card and commence to penalize her for the various defects the examination reveals.

The very first item on the score card is "Features." If the features are irregular a five point penalty is imposed. One look at Mary is sufficient to save her from that. She gets the maximum score for her good looks—five points.

What a small drop in the bucket those five points constitute will be apparent, however, when they are compared with the amounts Mary may be penalized for defects in other particulars.

The maximum score obtainable for various items is given in the following list, and penalties of from five to thirty-five points may be imposed for any one of half a dozen specified defects in the different divisions:

Head	35
Pontanelle	10
Hair and scalp	20
Eyes	40
Ears	30
Nose	25
Lips	15
Mouth	45
Throat	30
Teeth	40
Neck	20
Arms and hands	60
Chest	100
Abdomen	100
Organs	20
Spine	40
Legs and feet	50

A Bright Looking Child Who Scored Only Seventy Per Cent in a Recent Contest and Failed to Get a Prize. The Low Score Was Due Largely to Poor Proportions, Slow Development, Decayed Teeth, Waddling Gait, Underweight and Enlarged Spleen.

General nutrition of the body 60  
Proportions 100  
Mentality and development 100

Total 1,000

Give Mary her five points for her regular features, but deduct five points because her hair is brittle, ten because she has quivering eyeballs, five because her ears are too small, ten for poor nasal breathing, ten for swollen gums, ten for abnormal hard palate, ten for decayed teeth, ten for enlarged neck glands, ten for short arms, thirty-five for weak heart, thirty-five for poor lungs, twenty for enlarged liver, five for flat feet, ten for waddling gait, fifteen for pallor, ten for underweight and five for shape of head above the ears, and give her only fifty out of a possible one hundred points in the mental and development tests, and she will have just 735 out of a possible 1,000 points, or a score of 73½ per cent, which, no matter how beautiful she was, wouldn't have been big enough to have secured any kind of a prize for her in any of the baby contests recently held.

In judging the babies at these contests the judges have been largely guided by the following considerations:

The average weight, height and circumference of head and chest of a boy should be:

At birth—Weight, 7½ pounds; height, 20½ inches; chest, 13½ inches; head, 14 inches.

One year—Weight, 21 pounds; height, 29 inches; chest, 18 inches; head, 18 inches.

Two years—Weight, 26½ pounds; height, 32½ inches; chest, 19 inches; head, 19 inches.

Three years—Weight, 31 pounds; height, 35 inches; chest, 20 inches; head, 19½ inches.

Teeth—Central incisors appear about the seventh month; lateral incisors, from eighth to tenth; anterior molars, twelfth to eighteenth; eye and stomach, fourteenth to twentieth; posterior molars, eighteenth to thirty-sixth.

The anterior fontanelle should not be bulging, rather slightly depressed. It should be completely closed between the fifteenth and twentieth month.

The bony skeleton should be especially examined for rickets.

The child should first attempt to sit at about the sixteenth week, be fairly successful about the fortieth week, and firmly seated at the tenth or eleventh month.

The child should attempt to stand about the thirty-eighth week, and be successful at eleventh or twelfth month. He should walk unsupported at the fourteenth or fifteenth month, certainly not later than the eighteenth month. Precocity in walking is not desirable.

The skin should be pink, flesh firm and lips red, breath sweet, tongue clean. He should breathe through the nose only and should

not be fretful. He should not be restlessly active nor disinclined to play.

The normal girl baby is a pound lighter than the boy.

The first of these Better Babies Contests, under the auspices of the New York Milk Committee, was started at Lenox Hill House, No. 446 East Seventy-second street, on Saturday, April 26.

Lenox Hill House is situated in the heart of a most prosperous foreign quarter, commonly known as Little Bohemia. One fine morning these Bohemian mothers and fathers found shop windows filled with an announcement of a Better Babies Contest, with prizes amounting to \$100, all to be awarded for health and intelligence.

When mothers of babies dropped into the milk station for their daily supply of good, fresh milk they were handed circulars and heard all about

A Pretty Contestant Who Failed to Score High Because of Poor Development and Low Mentality. Poorly Developed Lungs Brought a Penalty of 35 Points While Abdominal Defects Cost Another 60 Points.

This Child Scored Only Sixty-five Per Cent, Losing Many Points in the Mental Tests and Because of Poor Heart Action, Adenoids, and a Slight Curvature of the Spine. Her Arms, too, Were Below Standard, Being too Short.

In a Beauty-Show This Little Girl Would No Doubt Have Won a Prize, but She Got Only a Special Prize for Her Hair in a "Better Babies Contest" in Which Her Features Counted Only 5 Points Out of the Possible 1,000 and She Lost Several Hundred Points for Bodily Defects.

This Fine-Looking Fellow Failed to Draw a Prize Principally Because His Chest Was Below Standard. In Addition He Lost 40 Points for Malnutrition, 15 for Adenoids and 205 for other Bodily Defects. His Total Score Was Only 640 Out of a Possible 1,000.



Measuring the Cephalic Index of a Contestant in a "Better Babies Contest." In These Contests, in Which the Slogan Is "Looks Don't Count," the Ratio Between the Circumference of the Head and That of the Chest Is Considered More Important Than Long Lashes and Pretty Curls.

Courtesy of Woman's Home Companion.

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Dr. A. W. Baird, One of the Judges at a Recent Contest, Measuring a Contestant to Ascertain Her Proportions



## How Babies Are to Be Standardized, Just Like Pigs and Cattle, so That Parents May Know Their Physical and Mental Shortcomings and Overcome Them



Ethel Magdalen Chamberlain, Who Won \$185 in First Prizes at the Better Babies Contest at Denver, Col. Fine Mentality and Physical Development Scored for Ethel Against the Beauty of Other Contestants

what you might call "classy," it did not complain. It underwent the examination with superb disdain, and it will utter no complaint when at the end of the Better Babies' Health Show its parents receive a score card telling that dimples, curly locks and bewitching eyes did not count against a narrow chest, irregular teeth and flat feet. But the parents will have a great deal to think about. But perhaps even more surprised will be the parents of winning babies, who have grieved over the snubby nose, the straight hair, the firm but undimpled knees, when they suddenly learn that their baby is a prize winner for pure fineness of physical development and intelligence.

Mothers who pointed with pride to the fatness of their babies at the Lenox Hill House contest were amazed to learn that there can be too much fat for baby's health and development. Moreover, a baby can lose points by being too short or too tall.

Twelve States have already undertaken this work of standardizing babies and others are expected to fall in line before long.

The more records of babies obtained the more accurate will be the standards they will be relied upon to establish. It is expected that 100,000 babies will be examined within the next year, but if the movement spreads, as it promises to do, twice that number of score cards, with their invaluable data, may be turned in.

It is only by the establishment of these standards that parents will be able to know definitely wherein their offspring is deficient, and such knowledge is necessary if inefficient babies are to be made efficient.

A Group of Contestants Weighing in at a "Better Babies Contest" Where Good Looks Will Avail Little Against Poor Lungs or Decayed Teeth.

this wonderful chance for a healthy baby to win a prize.

And finally when they went to their favorite moving picture show, between reels the interesting announcement of the contest was flashed on the screen by the generous managers of the theatres.

By the time the doctors had gathered at Lenox Hill House, on Saturday morning, ready to examine the babies, East Seventy-second street was alive with proud parents and fine looking babies. Some babies were carried in fond armchairs, others were trundled along in go-carts, and the older ones toddled. There were babynos swaddled in true Neapolitan style, there were sturdy little fellows in rompers, and tiny Russian, doll-like creatures bedecked with ribbons. It was a brave array, and convinced the physicians that New York was simply overflowing with better babies.

Now, of course, beauty in the baby was not a bar, provided it came up to the physical and mental scratch, but beauty would not save it nor soften the verdict if its body was not properly proportioned. Dimples are all very well in photographs and beauty shows, but up there at Lenox Hill House youngsters with nary a dimple walked right away from dimpled beauties. Curly hair may be most enticing and long lashes alluring, but a well balanced body and mind won a prize despite straight hair and abbreviated lashes.

If the beautiful baby over whom

artists might rave knew it was being outclassed in this show by some sturdy son of a Marathon prize winner, whose nose was downright snubby and whose chin was not

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## Making Sleeping Cars Out of Camels

CAMEL cradles were never designed for rocking young camels to sleep, but they are a contrivance by which travellers in the desert may journey by night and yet lose no sleep. Mr. James Landsell, the noted English traveler, in his recent book of travels, describes this novel way of transportation in an entertaining way, in telling how he journeyed by camel train from Khiva to the Caspian.

"It was just at dusk that all was in readiness, and we were to get into our queer sleeping cages. Let yourself imagine two narrow wooden crates, each sufficiently large for a man to lie in when twisted to the shape of the letter S, and let yourself feel you are suspended on either side of the huge hump of a kneeling camel. Those are the sleepers of the desert.

"This I was given to understand

was to be my sleeping place for the night, and I accordingly placed my berth on the port side of the 'ship of the desert,' first putting into the cradle for a lining a piece of felt and then two pillows—and covered myself well over with a duster and headgear as a means of protection from the desert sands.

"Then came the tug of war. Nazair, our driver, asked if we were ready, and on our assent, bid us to hold on and said to the camel, 'Chu,' whereupon the animal got up leisurely, first by his hind legs, and in doing so raised our feet to an angle of more than sixty degrees, thereby threatening to pitch us out bodily.

When the creature was urged to go quickly, the nearest simile for the cradle I can think of is that of a bottle of medicine in the process of being 'well shaken before taken,' but when the camel took his leisure walk, which Nazair assured us his beast could keep up for an indefinite time, we soon became accustomed to the rhythmic swing of the animal's body, and soon floated away, into the land of desert dreams."